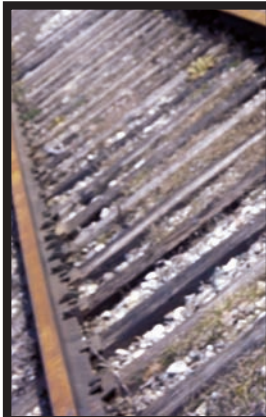


The Art of Travel



Two items on Governor Huntsman's Ten Point Plan for Economic Revitalization in Utah relate to Tourism

Enhance Utah's National and International Image

For Utah to stimulate economic development in business, convention trade and tourism, we must enhance our national and international image. We want to be known as an attractive place in which to do business, to visit and to live. Specifically, the following measures should be considered and enacted:

- Assess current status of Utah's image nationally and internationally
- Benchmark current Utah image-improvement efforts against "best-in-class" state and corporate programs
- Update and upgrade materials used to project Utah's image
- Proactively increase awareness outside Utah that "Utah is the place" for businesses, convention trade, tourism and good living
- Enhance the image of small and medium business success in Utah
- Establish a direct line of contact to the Governor
- Formulate a trade show recruiting list
- Promote Utah as a year-round vacation spot

Promote Tourism

I will work to help Utah regain the momentum that was established in 2002. I will focus my efforts on supporting the following key areas that will increase value added tourism in Utah:

- Support current initiatives to increase Utah's marketing efforts
- Strategically incorporate tourism into mainstream economic development
- Actively promote responsible hunting, fishing and outdoor recreation
- Recruit conventions, conferences and tourists
- Increase the reinvestment of tourism-generated revenue for the benefit of growth in the tourism industry

